

BRENDEN GREENWOOD

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PROFILE

Product designer with 13+ years simplifying complex enterprise systems, with repeated success leading 0-to-1 platforms at Fortune 500 companies including Target and Cargill. Operates at the intersection of product design, systems architecture, and AI enablement — ships working code and compresses discovery-to-validation cycles from weeks to days.

SKILLS

Design: User-Centered Design, Information Architecture, Design Systems, Wireframing, Interaction Design, Systems Thinking, Journey Mapping, WCAG Accessibility, Data Visualization, Stakeholder Management, Workshop Facilitation

Tools: Figma, Adobe Creative Cloud, Jira, Confluence, Mixpanel, Google Analytics

AI-Native Design: Claude Code, Cursor, MCP Server Development, Mastra (Agent Frameworks), v0

Development: React, TypeScript, Tailwind/shadcn, HTML5, CSS3, Geospatial Visualization (MapLibre GL, deck.gl, d3), Responsive Web Design

Methods: Agile/Scrum, A/B Testing, Usability Testing, User Research, Discovery & Strategy

EXPERIENCE

Senior Product Designer (Contract) — Cargill

February 2026 – Present

- Leading **0-to-1 design** of a greenfield market intelligence and pricing decision-support platform for Cargill's grain trading business — scenario modeling, ML-backed pricing recommendations, and real-time bid context for traders and field teams
- Rebuilt a data science POC as a production-grade React/TypeScript frontend, establishing the platform's working foundation and design system architecture; validated designs in working code rather than static mocks
- Designed a novel **map-based competitive territory system** modeling bid competition and market reach through geospatial contour visualization (MapLibre GL, d3)
- Drove foundational discovery — in-depth interviews across traders and field originators — and built an **AI-assisted research synthesis pipeline** that turned transcripts into a living domain ontology, service blueprint, and personas
- Advanced the org's AI-enabled design practice by building **CLI and MCP tooling** that made the enterprise design system consumable by AI coding agents, ahead of the broader design community

Senior Product Designer — United Airlines

January 2025 – September 2025

- Led end-to-end design of the Employee Uniform Portal, a centralized platform serving **85,000+ frontline employees**, replacing a fragmented legacy intranet system
- Accelerated discovery by utilizing AI prototyping tools (v0, Cursor) to rapidly validate concepts with stakeholders, reducing iteration cycles from weeks to days
- Designed a scalable, accessible (WCAG 2.1) interface that streamlined uniform ordering and compliance tracking, significantly reducing HR support ticket volume

Senior Product Designer — Roundel (Target)

September 2017 – November 2023

- Spearheaded the 0-to-1 design of **Cerebro Campaigns**, the flagship product within Target's suite of enterprise digital media tools, defining initial vision, conducting discovery, and establishing foundational design systems

- Achieved **400% increase** in campaign volume within the first year by establishing streamlined workflows and scalable architecture
- Reduced campaign planning time from **1 hour to 2 minutes**, enabling execution of **10,000+ digital campaigns** annually for 3,600 advertisers
- Saved **165+ work hours weekly** by automating manual processes, increasing team productivity by **600%**
- Designed **Media Briefs**, segmentation tools, and admin tools to manage ad product settings and inventory across multiple ad server platforms
- Co-designed a comprehensive design system ensuring consistency across platforms; rebuilt components in Figma to align with modern standards

Designer, Marketing — Leadpages

June 2016 – June 2017

- Redesigned the main Pricing page, driving a **25% increase** in conversion rates and improving user engagement
- Developed cohesive marketing assets across web and print for three distinct product brands

User Interface Designer — LSQ Funding

March 2015 – October 2015

- Created custom UI component system for a financial web application, transforming wireframes into scalable high-fidelity layouts
- Redesigned corporate marketing site, resulting in **30% increase** in traffic and **20% boost** in conversions

Earlier Experience

Owner/Designer — Echo (2014–2015): Branding, web design, and SEO for diverse client base.

Interactive Designer — MVP Marketing (2013–2014): Led design team of five; Nystrom & Associates redesign achieved **5,755 new patient sign-ups** in first month.

Interactive Designer — Row27/FanMaker (2012–2013): Designed digital ticketing and loyalty platforms for college and professional sports teams.